## CLAIMS

## What is claimed is:

- 1 1. A centrally controlled display system comprising:
- 2 a control system; and
- a data receiver in communication with said control system; and
- a display in electrical communication with said data receiver;
- 5 wherein said display comprises an electrically active display having an
- 6 encapsulated display media.
- 1 2. The display of claim 1 further comprising a power source in connection with the
- 2 display.
- 1 3. The display of claim 2 wherein the power source is a battery.
- 1 4. The display of claim 2 wherein the power source is a solar cell.
- 1 5. The display of claim 2 further comprising a substrate supporting the display and
- 2 the data receiver, said data receiver comprising a series of chips disposed on said
- 3 substrate.
- 1 6. The display of claim 2 further comprising a plurality of row and column drivers
- 2 disposed on a substrate for addressing the display.
- 1 7. The display of claim 2 wherein the data receiver is disposed on a substrate.
- 1 8. The display of claim 1 wherein the electrically active display comprises a
- 2 microencapsulated electrophoretic display.
- 1 9. The display of claim 1 further comprising an electrically inactive display.

- 1 10. The display of claim 1 further comprising a memory element storing a display log
- 2 including at least one entry representing the past, present or future condition of a display.
- 1 11. The display of claim 1 further comprising a diagnostic generator interrogating
- 2 said display log and generating a message based on said interrogating.
- 1 12. The display of claim 1 further comprising an antennae in electrical
- 2 communication with the data receiver.
- 1 13. The display of claim 1 wherein the display is incorporated into an item of
- 2 clothing.
- 1 14. The data receiver of claim 1 further comprising an antennae in electrical
- 2 communication with the data receiver.
- 1 15. The control system of claim 1 wherein the control system is a server.
- 1 16. The control system of claim 15 further comprising a client in communication with
- 2 the server.
- 1 17. The control system of claim 16 further comprising a memory element storing a
- 2 database including authorization information associated with said client.
- 1 18. The control system of claim 1 further comprising a first memory element storing a
- 2 schedule.
- 1 19. The control system of claim 1 further comprising a second memory element
- 2 storing a data receiver log including at least one entry representing the past, present or
- 3 future condition of a data receiver.
- 1 20. The control system of claim 1 further comprising a third memory element storing
- 2 a display log including at least one entry representing the past, present or future condition
- 3 of a display.

- 1 21. The control system of claim 1 wherein said control system is in communication
- 2 with a memory element storing a database.